

Latest Wave Of Smoker Research:
Smokers acclaim low tar MERIT as taste
alternative to high tar smoking.

96% Acclaim Switch To Merit!

MERIT smokers rate low tar MERIT satisfying
taste alternative to high tar brands!

New national smoker study results prove it.

Proof: The overwhelming majority of MERIT
smokers polled felt they didn't sacrifice taste in
switching from high tar cigarettes.

Proof: 96% of MERIT smokers
don't miss former high tar brands.

Proof: 9 out of 10 enjoy smoking
as much since switching to MERIT,
are glad they switched, and report
MERIT is the best tasting low tar
they've ever tried.

**Smokers find the taste of
low tar MERIT matches that of
high tar cigarettes!**

New taste-test results prove it.

Proof: A significant majority of

© Philip Morris Inc. 1979

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine
av. per cigarette, FTC Report May '78

smokers rated MERIT taste as good as—or better
than—leading high tar brands. Even cigarettes
having twice the tar!

Proof: Of the 95% stating a preference
when tar levels were revealed,
four of 4 smokers chose the
MERIT low tar—good taste com-
bination over high tar leaders.

You've read the results. The con-
clusion is clearer than ever: MERIT
delivers a winning combination of
taste and low tar.

A combination that seems to be
attracting more and more smokers
every day and—more importantly—
satisfying them long term.

MERIT
Kings & 100's

SAVED
THOUSANDS OF
SMOKERS

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